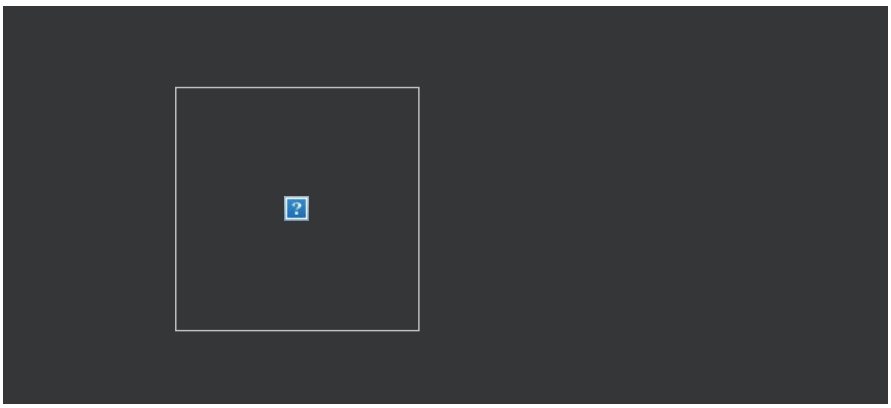
From: Sunita Bose
To: Rochelle Zurnamer
Subject: Reminder: Understanding and addressing misinformation, 10am Friday July 1
Date: Friday, 24 June 2022 11:57:25 AM



Dear Rochelle Zurnamer,

This is a reminder about your invitation to DIGI's virtual event *Understanding and addressing misinformation*, from 10-11:30am on Friday July 1.

If you have RSVP'd, you should have received a calendar invitation with video conference details. Please contact us if you have not received these.

If you have not yet RSVP'd, please do so at your earliest convenience by emailing hello@digi.org.au.

In case you missed it, the original invitation is below. We hope to see you there.

Best regards,

Sunita Bose
Managing Director, DIGI

Invitation: Understanding and addressing misinformation, 10am Friday July 1

Dear Rochelle Zurnamer,

Following the invitation you received from DIGI about our planned review of *The Australian Code of Practice on Disinformation and Misinformation*, we wanted to invite you to a **virtual event on Friday July 1, from 10-11:30am**.

This event will feature the founder of Resolve Strategic Jim Reed who will present the findings of a nationally representative survey into Australians' perceptions of misinformation, which DIGI published this week in our code annual report.

It will also provide an opportunity for DIGI to hear from you in relation to our code review, and the questions we have posed in the discussion paper that we also published this week.

Please RSVP by Friday June 24 by emailing hello@digi.org.au, after which a videoconference link will be

provided.

We value your work with us to maximise *The Australian Code of Practice on Disinformation and Misinformation*'s effectiveness, and we hope to see you there.

Best regards,

Sunita Bose
Managing Director, DIGI

RSVP

Jim Reed
Founder of Resolve Strategic
Keynote speaker
Jim Reed is the founder of Resolve Strategic, which develops quality research to underpin strategies that anticipate, influence or navigate change. Jim is pollster for The SMH and The Age where he returned the most accurate poll for the 2022 federal election, is a veteran of 21 general elections, with a record of 16 wins and 2 hung parliaments to just 2 losses as a party pollster. He has worked on numerous research-driven campaigns in recent years including as as pollster for Yes Equality and Indigenous recognition in Australia. Before creating Resolve Strategic, Jim was Group Director of Research & Strategy at C|T Group (formerly Crosby|Textor) and Senior Research Director at Newgate Communications. Jim is a member of the Australian Market & Social Research Society (AMSRS) and has Qualified Professional Researcher (QPR) status. He regularly contributes to industry journals and conferences on specialist research topics on polling and campaigns.

Dr. Jennifer Duxbury
Director Policy, Regulatory Affairs and Research
Moderator
Dr Duxbury is a senior legal professional and policy advisor with over 20 years of international experience spanning private and public sector legal practice, corporate governance, government regulation and education. Dr Duxbury has held General Counsel roles at Reuters Limited, Airservices Australia, Lonely Planet and ninemsn. She has recently completed a PhD in public policy at the University of Canberra titled 'See and Avoid; the contribution of lawyers in government practice to value-laden policy debates'. She led the drafting of *The Australian Code of Practice on Disinformation and Misinformation* for DIGI.

Background

DIGI will be accepting public submissions to inform potential changes to *The Australian Code of Practice on Disinformation and Misinformation* between June 6, 2022 until July 18, 2022 via its website at digi.org.au/disinformation-code/code-review

The code has so far been adopted by eight signatories – Apple, Adobe, Google, Meta, Microsoft, Redbubble, TikTok and Twitter – that have cemented their mandatory commitments, and nominated additional opt-in commitments, through public disclosures on the DIGI website.

Signatories have all released two sets of annual transparency reports under the code; inaugural reports that were released on May 22, 2021 and 2021 calendar year reports released on May 30, 2022. Both sets of reports are available on the DIGI website at digi.org.au/disinformation/transparency.

The Australian Code of Practice on Disinformation and Misinformation was developed in response to policy announced in December 2019, in response to the ACCC Digital Platforms Inquiry, where the digital industry was asked to develop a voluntary code of practice on disinformation. DIGI developed the code with assistance from the University of Technology Sydney's Centre for Media Transition, and First Draft, a global organisation that specialises in helping societies overcome false and misleading information.

Mandatory code commitments include publishing & implementing policies on misinformation and disinformation, providing users with a way to report content against those policies and implementing a range of scalable measures that reduce its spread & visibility (Mandatory commitment #1). Every signatory has agreed to annual transparency reports about those efforts to improve understanding of both the management and scale of mis- and disinformation in Australia (Mandatory commitment #7).

Additionally, there are a series of widely adopted opt-in commitments that signatories select if relevant to their business model: (Commitment #2) Addressing disinformation in paid content; (#3) addressing fake bots and accounts; (#4) transparency about source of content in news and factual information (e.g. promotion of media literacy, partnerships with fact-checkers) and (#5) political advertising; and (#6) partnering with universities/researchers to improve understanding of mis and disinformation.

DIGI is a non-profit industry association that advocates for a thriving Australian digitally-enabled economy that fosters innovation, a growing selection of digital products and services, and where online safety and privacy are protected.

Digital Industry Group Inc. (DIGI)

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